

# Sales Order

Station: **WTMO-TV** Agency: **TARGETED PLATAFORM MEDIA**  
 Contract Name: **SEIU COPE 1467541** Address: **1291 Hollywood Avenue**  
 Contract#: **475002845** City: **Annapolis** State: **MD**  
 Start Date: **10/04/16** End Date: **10/10/16** Zip: **21403**  
 Revenue Type: **POLITICAL SALES** Buyer: \_\_\_\_\_  
**NATIONAL** Type: **Cash** Tax Schedule: **(None)**  
 Advertiser: **SEIU-COPE** Agency Commission %: **15**  
 Address: \_\_\_\_\_ Billing Cycle: **Standard**  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: **5206nnat** Comm %: **15**  
 Product Name: \_\_\_\_\_ Makegood Policy: **Within Contract Dates**  
 Estimate #: **EST 5097**  
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$
1	10/09/16	10/09/16		11:00 AM	1:00 PM	30							1	1	D	125.00	1	125.00	1
2	10/04/16	10/10/16		12:00 PM	2:00 PM	30		1	1					2	D	225.00	2	450.00	1
3	10/04/16	10/10/16		2:00 PM	3:00 PM	30		1	1					2	D	250.00	2	500.00	1
4	10/04/16	10/10/16		3:00 PM	4:00 PM	30			1	1				2	D	275.00	2	550.00	1
5	10/09/16	10/09/16		11:30 AM	12:00 PM	30						1	1	D	150.00	1	150.00	1	
6	10/04/16	10/10/16		5:30 PM	6:00 PM	30		1	1	1				3	D	375.00	3	1,125.00	1
7	10/09/16	10/09/16		4:00 PM	5:00 PM	30						1	1	D	250.00	1	250.00	1	
8	10/04/16	10/10/16		6:00 AM	7:00 AM	30		1	1	1				3	D	125.00	3	375.00	1
9	10/04/16	10/10/16		7:00 AM	10:00 AM	30		1	1	1				3	D	175.00	3	525.00	1
10	10/04/16	10/10/16		6:00 AM	10:00 AM	30		1	1	1				3	D	150.00	3	450.00	1
11	10/04/16	10/10/16		6:00 PM	6:30 PM	30	1	1	1					3	D	700.00	3	2,100.00	1
12	10/04/16	10/10/16		6:30 PM	7:00 PM	30	1	1	1	1				4	D	600.00	4	2,400.00	1
13	10/08/16	10/08/16		5:30 PM	6:00 PM	30					1			1	D	200.00	1	200.00	1
14	10/09/16	10/09/16		5:30 PM	6:00 PM	30						1		1	D	250.00	1	250.00	1
15	10/04/16	10/10/16		11:30 PM	12:00 AM	30		1						1	D	400.00	1	400.00	1
16	10/04/16	10/10/16		11:00 PM	11:30 PM	30	1	1	1	1	1			5	D	600.00	5	3,000.00	1
17	10/04/16	10/10/16		7:00 PM	8:00 PM	30		1	1	1				3	D	725.00	3	2,175.00	1
18	10/04/16	10/10/16		8:00 PM	9:00 PM	30		1	1	1				3	D	800.00	3	2,400.00	1
19	10/04/16	10/10/16		9:00 PM	10:00 PM	30	1	1	1					3	D	750.00	3	2,250.00	1
20	10/04/16	10/10/16		10:00 PM	11:00 PM	30		1	1	1				3	D	850.00	3	2,550.00	1
21	10/09/16	10/09/16		10:00 PM	11:00 PM	30						1	1	D	425.00	1	425.00	1	

## Billing Projections: By Month

Oct 16  
 CA 22,650.00  
 ST 22,650.00

☒ Print Spot Prices

5097

TOTAL SPOTS 49

GROSS TOTAL \$ 22,650.00

ADJUSTED SPOTS 49

ADJUSTED TOTAL \$ 22,650.00

APPROVE      DECLINE

☐☐

General Manager

☐☐

Sales Manager

☐☐

National Sales Manager

☐☐

Local Sales Manager

## ORDER WORKSHEET

Rep Order# 1467541 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/30/16 1:12 PM  
Last Received: 09/30/16 10:20 AM  
Showing Buylines: All Lines

1 of 3

Station WTMO-TV ORLANDO  
Advertiser (SEIC) SEIU-COPE  
Product 841 - ISSUE  
Estimate# 5097  
Buyer JULIE KEANE

Agency (TPME) TARGETED PLATFORM MEDIA  
1291 HOLLYWOOD AVE  
ANNAPOLIS, MD 21403  
Agency C/P1/P2/E 831/841/5097  
Flight Dates 10/04/16-10/10/16

Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant JAY  
Salesperson Phone# 2028854861  
Salesperson Fax#

## --- CONTRACT COMMENT ---

ORDER ID# 5441776 PLEASE NOTE 30 MIN SEP

## --- REMARKS ---

PLEASE NOTE NEW 4Q'16 POLITICAL ORDER. PLEASE NOTE 30 MIN SEP BETWEEN SPOTS. PLEASE CONFIRM. THANKS AND REGARDJ.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Su	11A-1P	AVG. ALL WKS	30	-	-	\$125.00	10/09-10/09	1	1	\$125.00
2	Tu-F, M	12P-2P	AVG. ALL WKS	30	-	-	\$225.00	10/04-10/10	2	2	\$450.00
3	Tu-F, M	2P-3P	SUELTA	30	-	-	\$250.00	10/04-10/10	2	2	\$500.00
4	Tu-F, M	3P-4P	MJR CERRADO	30	-	-	\$275.00	10/04-10/10	2	2	\$550.00
5	Su	1130A-12P	AVG. ALL WKS	30	-	-	\$150.00	10/09-10/09	1	1	\$150.00
6	Tu-F, M	530P-6P	CASO CERRADO	30	-	-	\$375.00	10/04-10/10	3	3	\$1,125.00
7	Su	4P-5P	AVG. ALL WKS	30	-	-	\$250.00	10/09-10/09	1	1	\$250.00
8	Tu-F, M	6A-7A	SUELTA	30	-	-	\$125.00	10/04-10/10	3	3	\$375.00
9	Tu-F, M	7A-10A	NUEVO DIA	30	-	-	\$175.00	10/04-10/10	3	3	\$525.00
10	Tu-F, M	6A-10A	NUEVO DIA	30	-	-	\$150.00	10/04-10/10	3	3	\$450.00
11	Tu-F, M	6P-630P	TELNTC ORLANDO	30	-	-	\$700.00	10/04-10/10	3	3	\$2,100.00
12	Tu-F, M	630P-7P	NOTICIERO TEL	30	-	-	\$600.00	10/04-10/10	4	4	\$2,400.00

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Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant JAY  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
13	Sa	530P-6P	AVG. ALL WKS	30	-	-	\$200.00	10/08-10/08	1	1	\$200.00
14	Su	530P-6P	AVG. ALL WKS	30	-	-	\$250.00	10/09-10/09	1	1	\$250.00
15	Tu-F, M	1130P-12A	TELNTCS P RICO	30	-	-	\$400.00	10/04-10/10	1	1	\$400.00
16	Tu-F, M	11P-1130P	TELNTC ORLANDO	30	-	-	\$600.00	10/04-10/10	5	5	\$3,000.00
17	Tu-F, M	7P-8P	CC-ED ESTL	30	-	-	\$725.00	10/04-10/10	3	3	\$2,175.00
18	Tu-F, M	8P-9P	AVG. ALL WKS	30	-	-	\$800.00	10/04-10/10	3	3	\$2,400.00
19	Tu-F, M	9P-10P	BAJO CIELO	30	-	-	\$750.00	10/04-10/10	3	3	\$2,250.00
20	Tu-F, M	10P-11P	SRA ACER 2	30	-	-	\$850.00	10/04-10/10	3	3	\$2,550.00
21	Su	10P-11P	CN MLL SU2	30	-	-	\$425.00	10/09-10/09	1	1	\$425.00

---REPORT TOTALS---

Report Totals: 49 / \$22,650.00

---SALES MONTHLY TOTALS---

Oct2016: 49/ \$22,650.00

Order Totals: 49 / \$22,650.00 Total GRFS: 0.0

---COMPETITIVE---

Market Totals \$22,650.00 OTH 0.00% WTMO 100.00% WVEN 0.00%

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Rep Firm NBCUNIVERSAL  
Sales Office (WA) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant JAY  
Salesperson Phone# 2028854861  
Salesperson Fax#

Books [null]  
Demos RA35+P

--- CREDIT RISK ---  
CASH IN ADVANCE

# New Order

Agency: Targeted Platform Media

Office: Washington

Client: 831 - SEIU Cope

Product: 841 - issue

Piggyback Product:

Estimate: 5097 - SEIU Cope 10.4-10.10

Station: WTMO

Order Type: Normal

Cancel Date:

Flight Start:

Flight End:

Hiatus:

10/04/2016

10/10/2016

Received in ePort:

9/29/2016 6:59:57 PM

Airtime Dollars:

\$22,650.00

Interactive Dollars:

\$0.00

Non-Airtime Dollars:

\$0.00

Total Dollars:

\$22,650.00

Total Spots:

49

Local/National:

National

Rep Office:

Telemundo Group (WTMO)

AE:

Will Hildebrandt

Phone:

5441776

OrderID:

New

Status:

New

MarketShare:

Comments:

Separation: 30

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/4	Total Spots	Rtg	CPP	Imp	CPM
1	Su 11A-1P AVG. ALL WKS	DT	\$125.00	C	30	1	1				
2	TuWThFM 12P-2P AVG. ALL WKS<	DT	\$225.00	C	30	2	2				
3	TuWThFM 2P-3P SUELT-A-MF-TEL<	DT	\$250.00	C	30	2	2				
4	TuWThFM 3P-4P MJR-CERRDO-TEL<	DT	\$275.00	C	30	2	2				
5	Su 11:30A-12P AVG. ALL WKS	DT	\$150.00	C	30	1	1				
6	TuWThFM 5:30P-6P CASO CERRD N/R<	EF	\$375.00	C	30	3	3				
7	Su 4P-5P AVG. ALL WKS	EF	\$250.00	C	30	1	1				
8	TuWThFM 6A-7A SUELT-R-MF-TEL	EM	\$125.00	C	30	3	3				
9	TuWThFM 7A-10A NUEVO DIA-TEL	EM	\$175.00	C	30	3	3				
10	TuWThFM 6A-10A NUEVO DIA-TEL<	EM	\$150.00	C	30	3	3				
11	TuWThFM 6P-6:30P TELNTO ORLANDO	EN	\$700.00	C	30	3	3				
12	TuWThFM 6:30P-7P NOTICIERO-TEL	EN	\$600.00	C	30	4	4				
13	Sa 5:30P-6P AVG. ALL WKS	EN	\$200.00	C	30	1	1				

**New Order (Page 2)**

Agency:	Targeted Platform Media	Station:	WTMO	Order ID:	5441776
Client:	831 - SEIU Cope	Product:	841 - issue	Estimate:	5097 - SEIU Cope 10.4-10.10
Flight Start:	10/04/2016	Flight End:	10/10/2016	Received in aPort:	9/29/2016 6:50:57 PM

Line	Daypart (Program)	DPT	Code	Rate	C/T	Len	10/4	Total Spots	Rtg	CPP	Imp	CPM
14	Su 5:30P-6P AVG. ALL WKS	EN		\$250.00	C	30	1	1				
15	TuWThFM 11:30P-12A TELNTCS P RICO<	LF		\$400.00	C	30	1	1				
16	TuWThFM 11P-1135P TELNTC ORLANDO<	LN		\$600.00	C	30	5	5				
17	TuWThFM 7P-8P CC-ED ESTL-TEL<	PT		\$725.00	C	30	3	3				
18	TuWThFM 8P-9P AVG. ALL WKS	PT		\$800.00	C	30	3	3				
19	TuWThFM 9P-10P BAJO-CIELO-TEL<	PT		\$750.00	C	30	3	3				
20	TuWThFM 10P-11P SRA ACER 2-TEL<	PT		\$850.00	C	30	3	3				
21	Su 10P-11P CN MLL SU2-TEL	PT		\$425.00	C	30	1	1				
Total Spots: 49												

Cash\$ - Spots: \$22,650.00 - 49 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$22,650.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 9/29/16
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I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

SEIU Cope
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: SEIU Cope



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: SEIU Cope  
General Election: November 8th, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

SEIU Cope

1800 Massachusetts Ave. NW  
Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Gerry Hudson  
Contact: Norm Greene

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

September 29th, 2016

Date



Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title